

FIG. 1

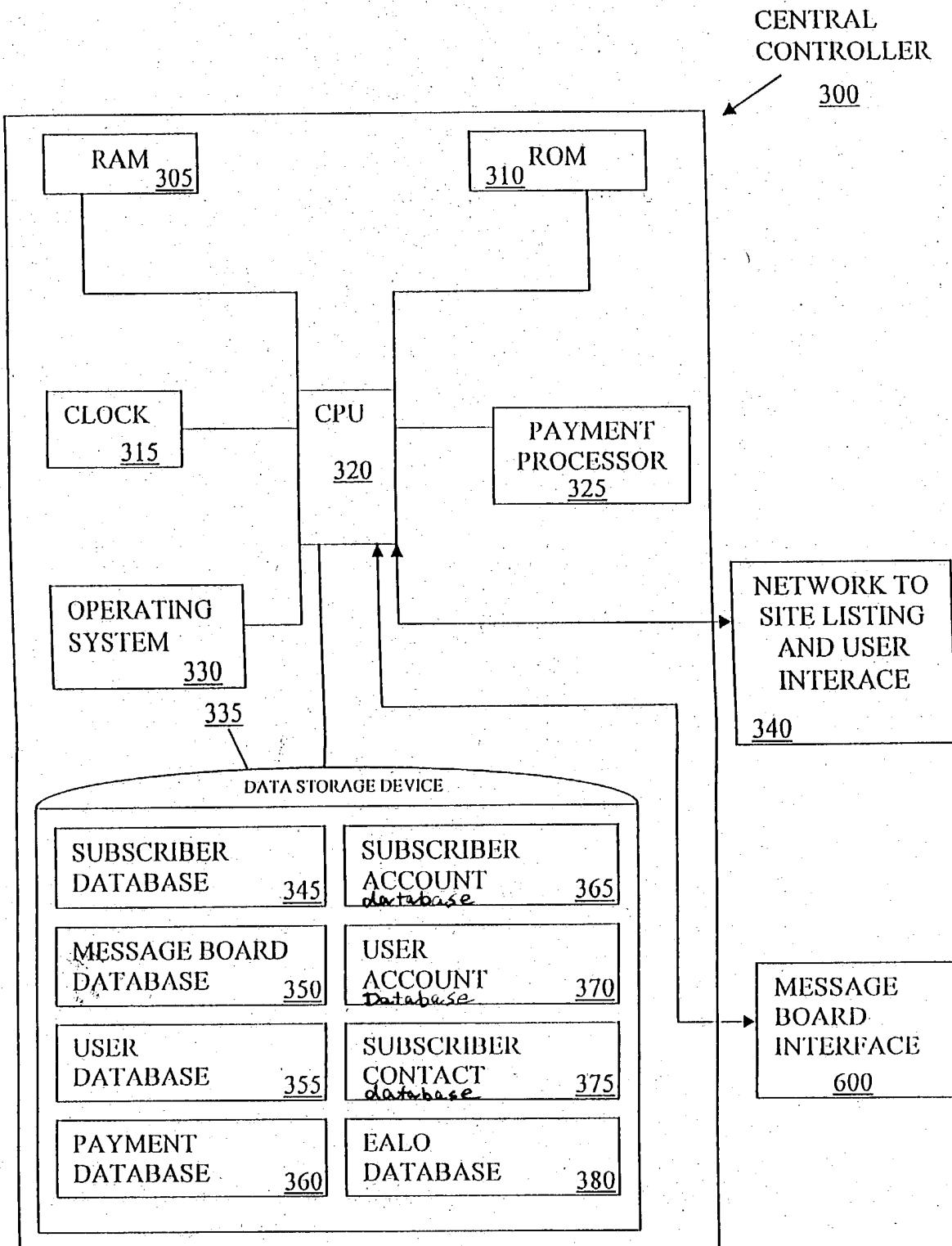


FIG. 2

Example A Subject – Name Time Date
Example Subject(reply1) – Name Time Date
Example Subject(reply1A) – Name Time Date
Example Subject(reply2) – Name Time Date
Example Subject(reply3) – Name Time Date
Example Subject(reply3A) – Name Time Date
Example Subject(reply3B) – Name Time Date
Example Subject(reply3C) – Name Time Date

Example B Subject – Name Time Date

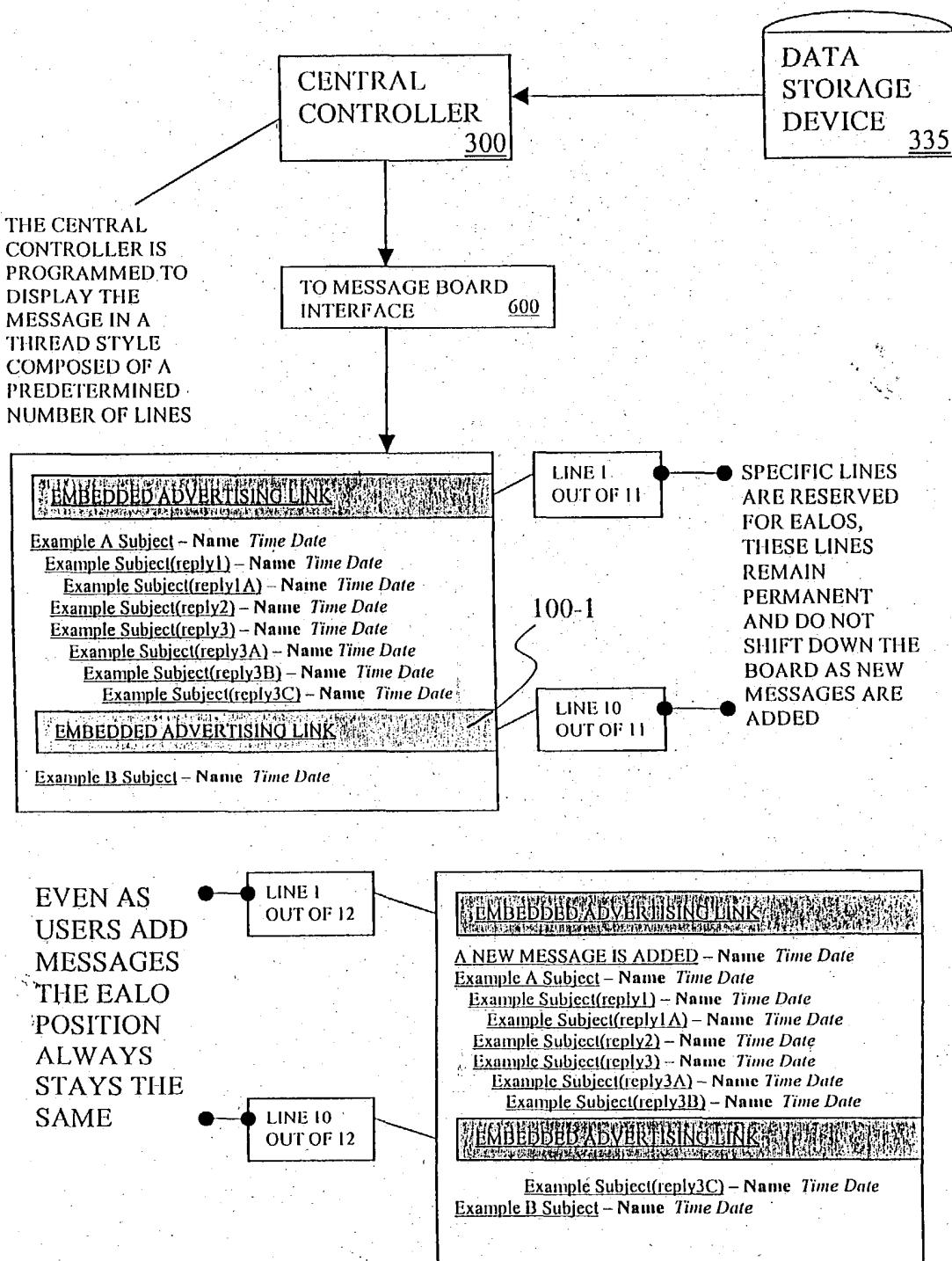
FIG. 3a

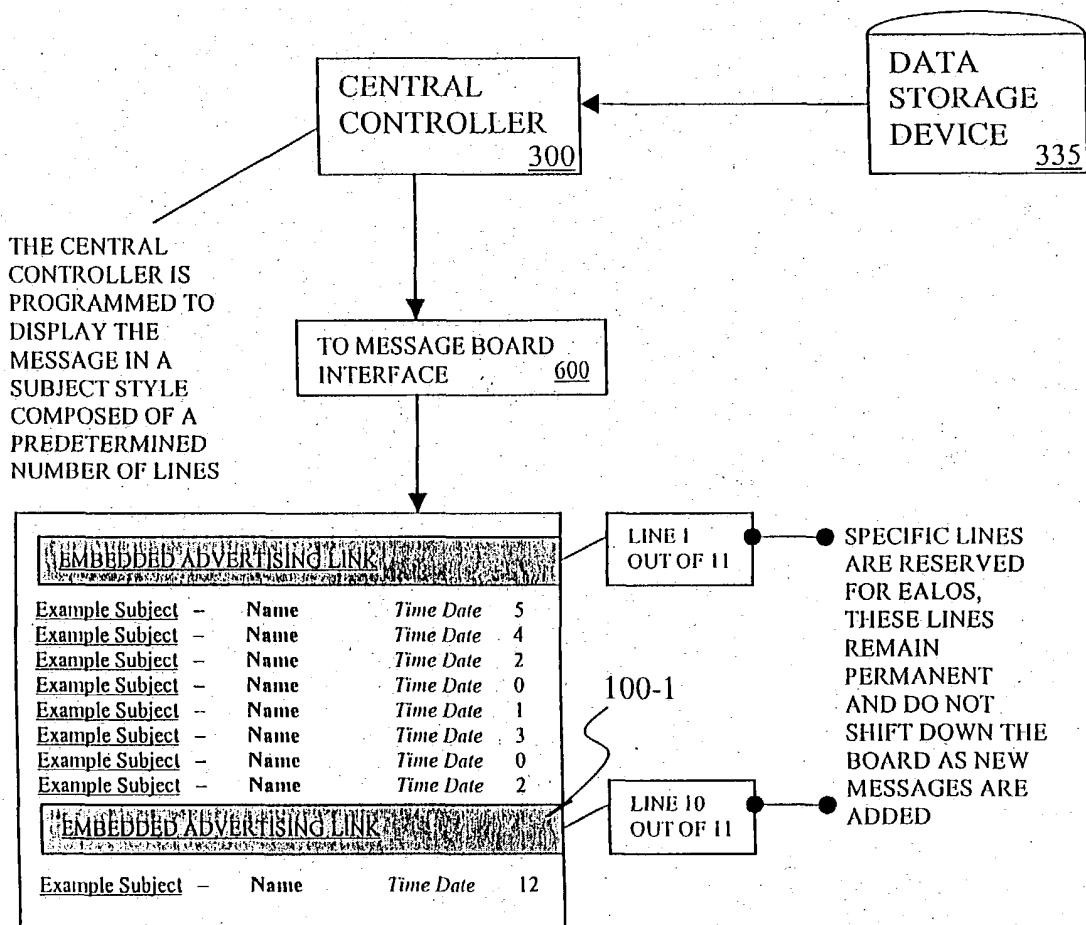
Subject	Name	Date/Title	Replies
<u>Example Subject</u> –	Name	<i>Time Date</i>	5
<u>Example Subject</u> –	Name	<i>Time Date</i>	0
<u>Example Subject</u> –	Name	<i>Time Date</i>	2
<u>Example Subject</u> –	Name	<i>Time Date</i>	3
<u>Example Subject</u> –	Name	<i>Time Date</i>	0
<u>Example Subject</u> –	Name	<i>Time Date</i>	0
<u>Example Subject</u> –	Name	<i>Time Date</i>	2
<u>Example Subject</u> –	Name	<i>Time Date</i>	14

FIG. 3b

Date/Title	Subject	Name	Replies
5/10/02 1:30PM	Example Subject	Name	4
5/10/02 1:29PM	Example Subject	Name	2
5/09/02 1:30PM	Example Subject	Name	2
5/09/02 1:29PM	Example Subject	Name	2
5/08/02 3:29PM	Example Subject	Name	2
5/08/02 2:29PM	Example Subject	Name	2
5/08/02 1:29PM	Example Subject	Name	2

FIG. 3C





EVEN AS
USERS ADD
MESSAGES
THE EAŁO
POSITION
ALWAYS
STAYS THE
SAME

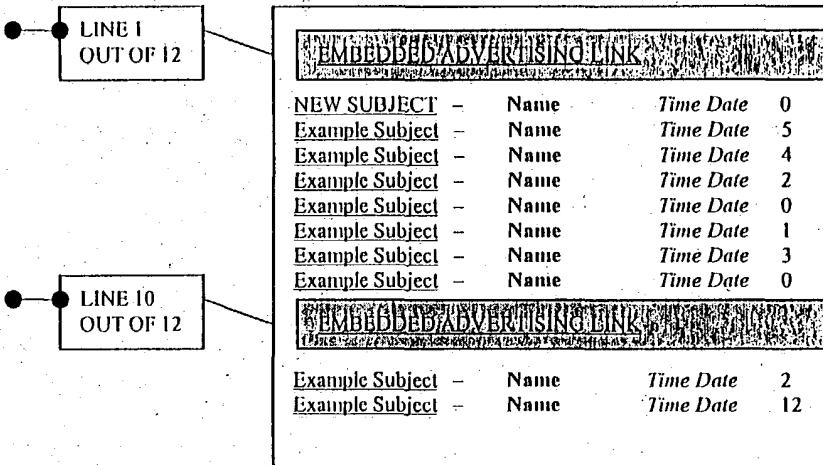


FIG. 4b

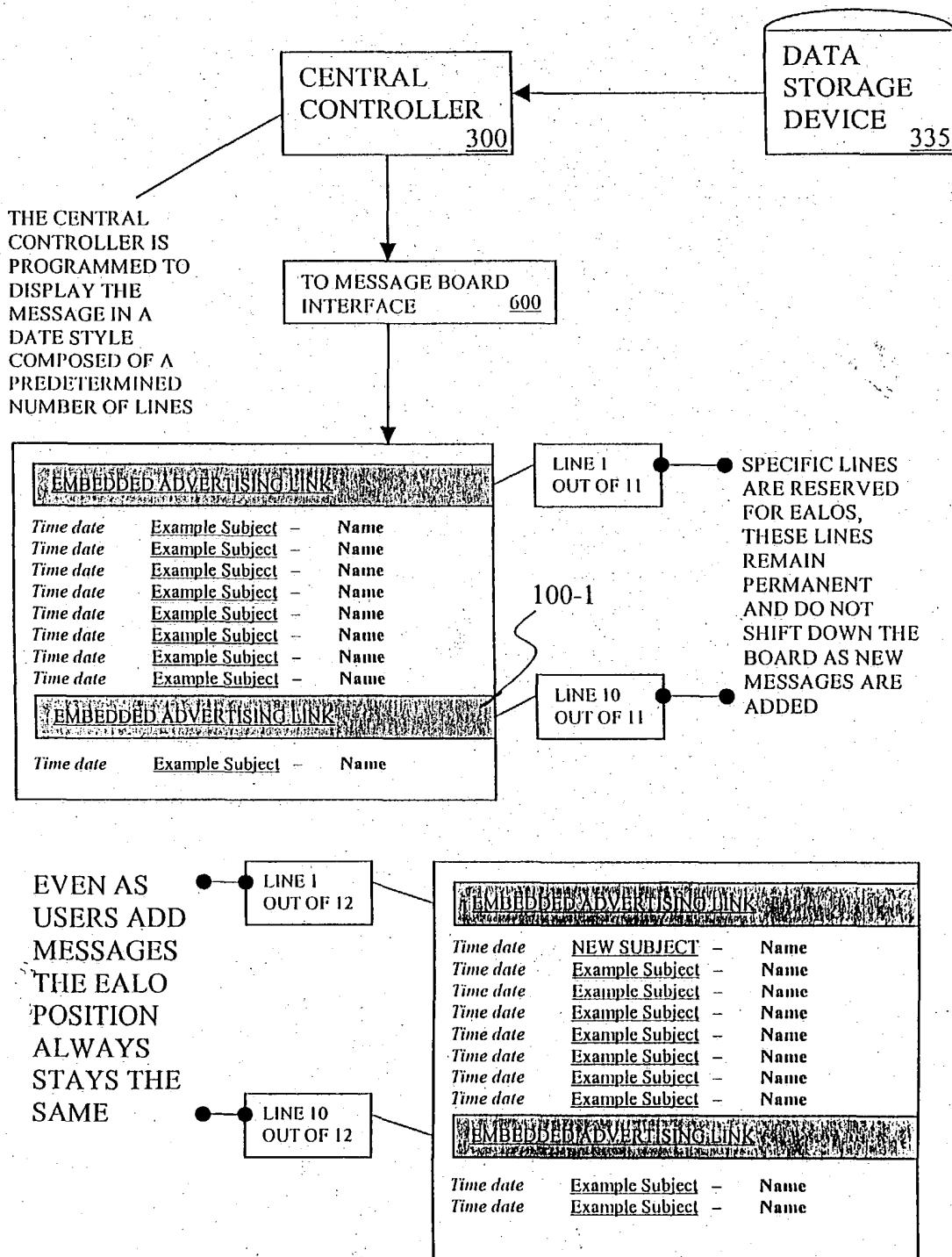


FIG. 4c

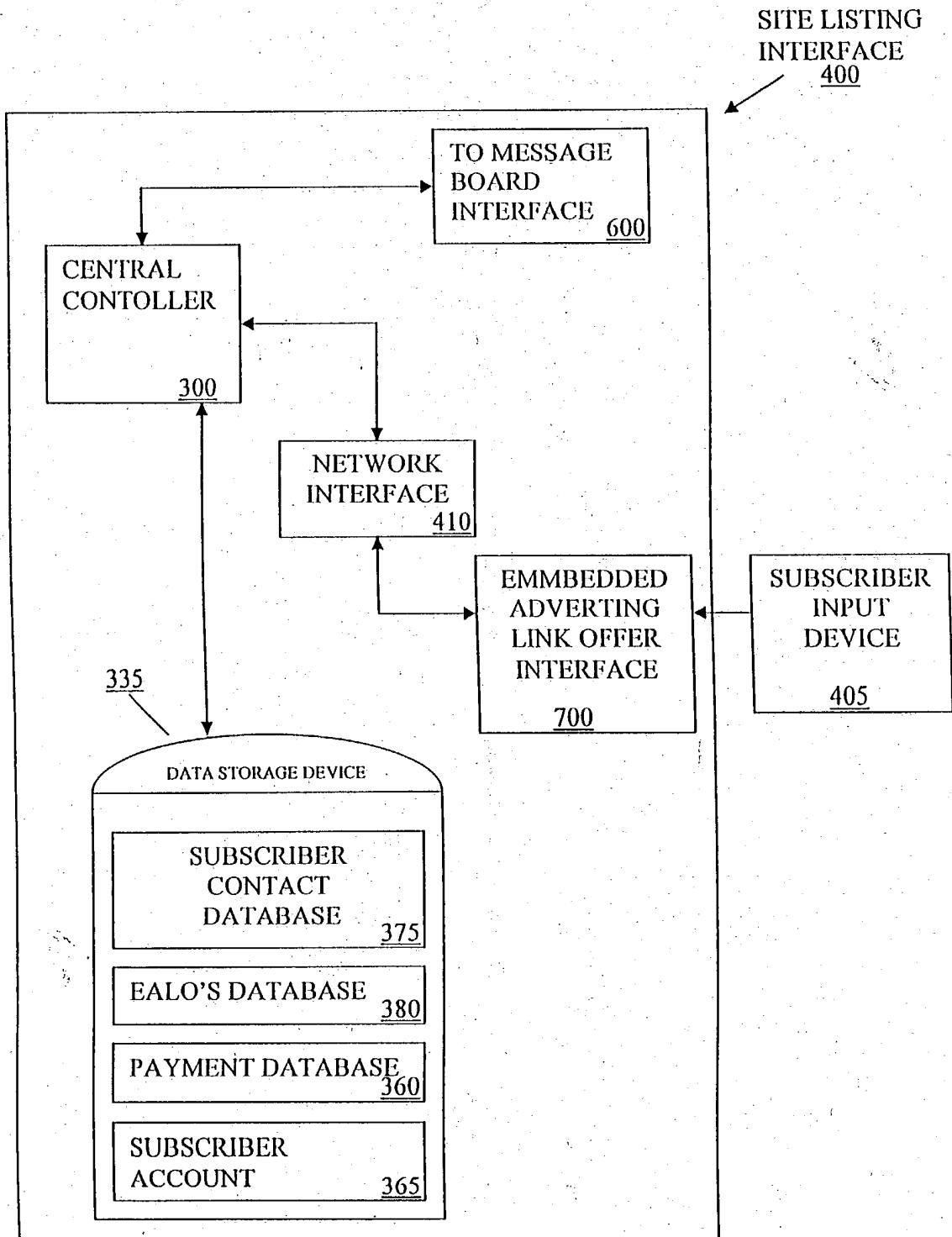


FIG. 5

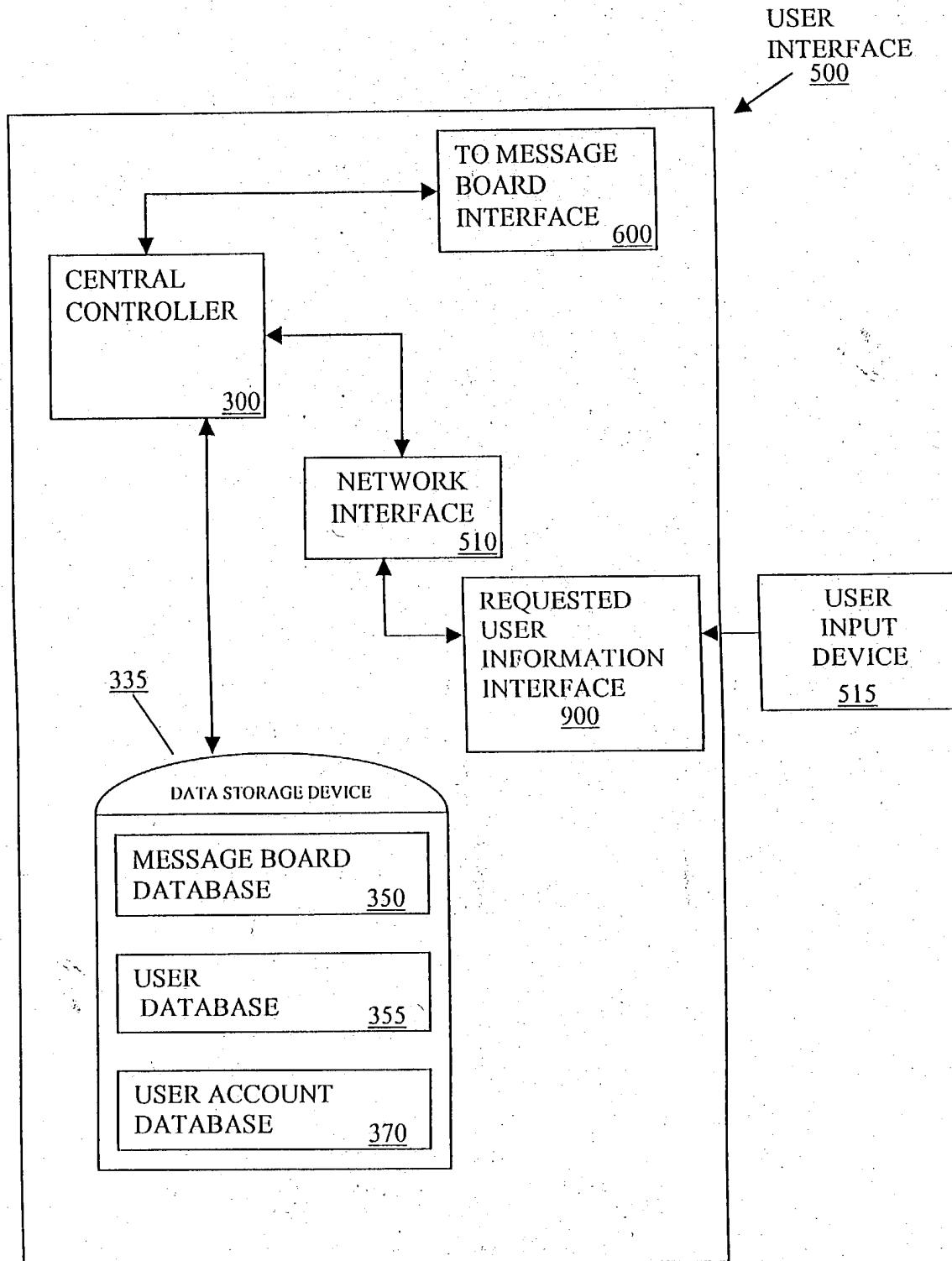


FIG. 6

EALO INTERFACE

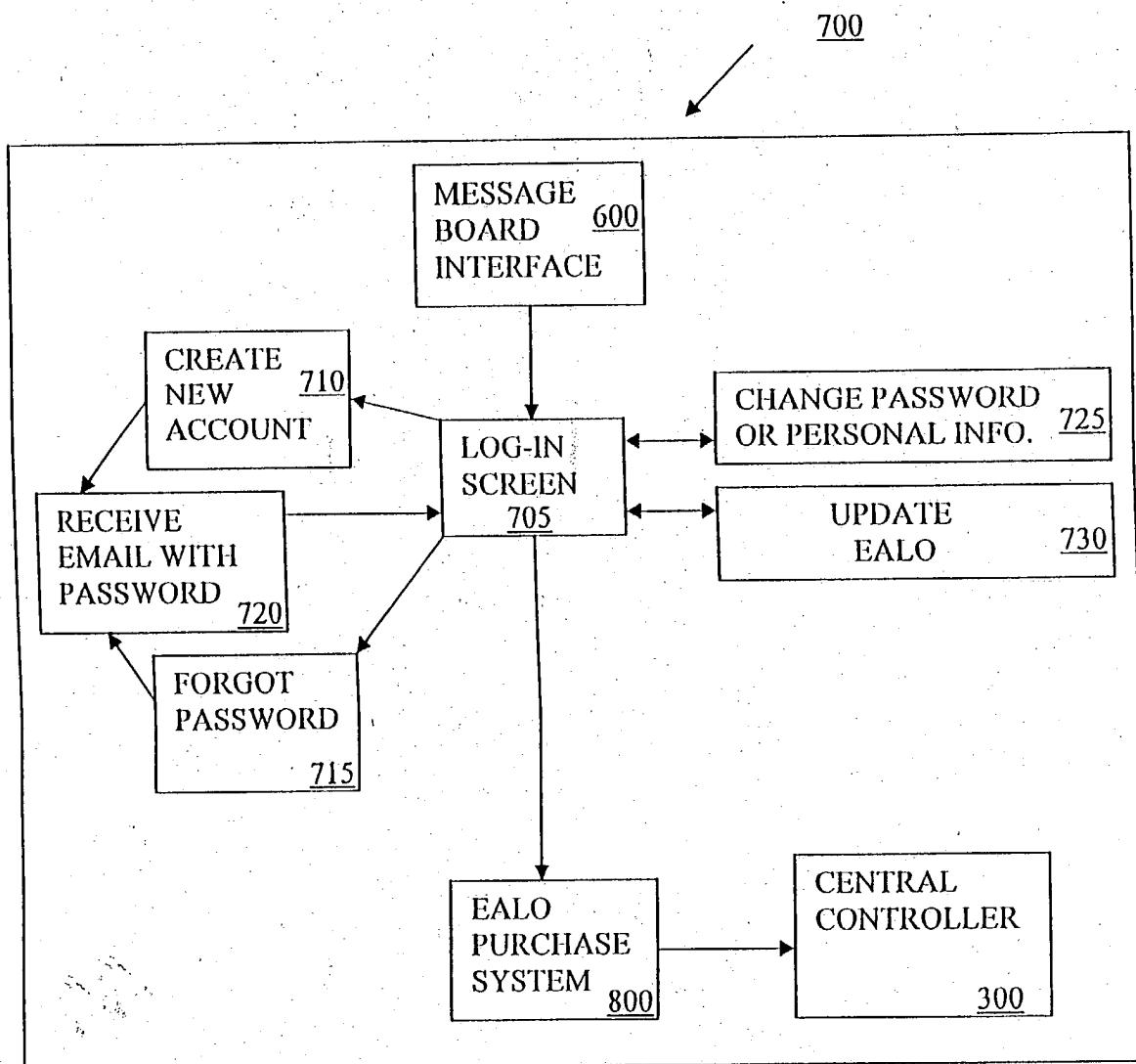


FIG. 7

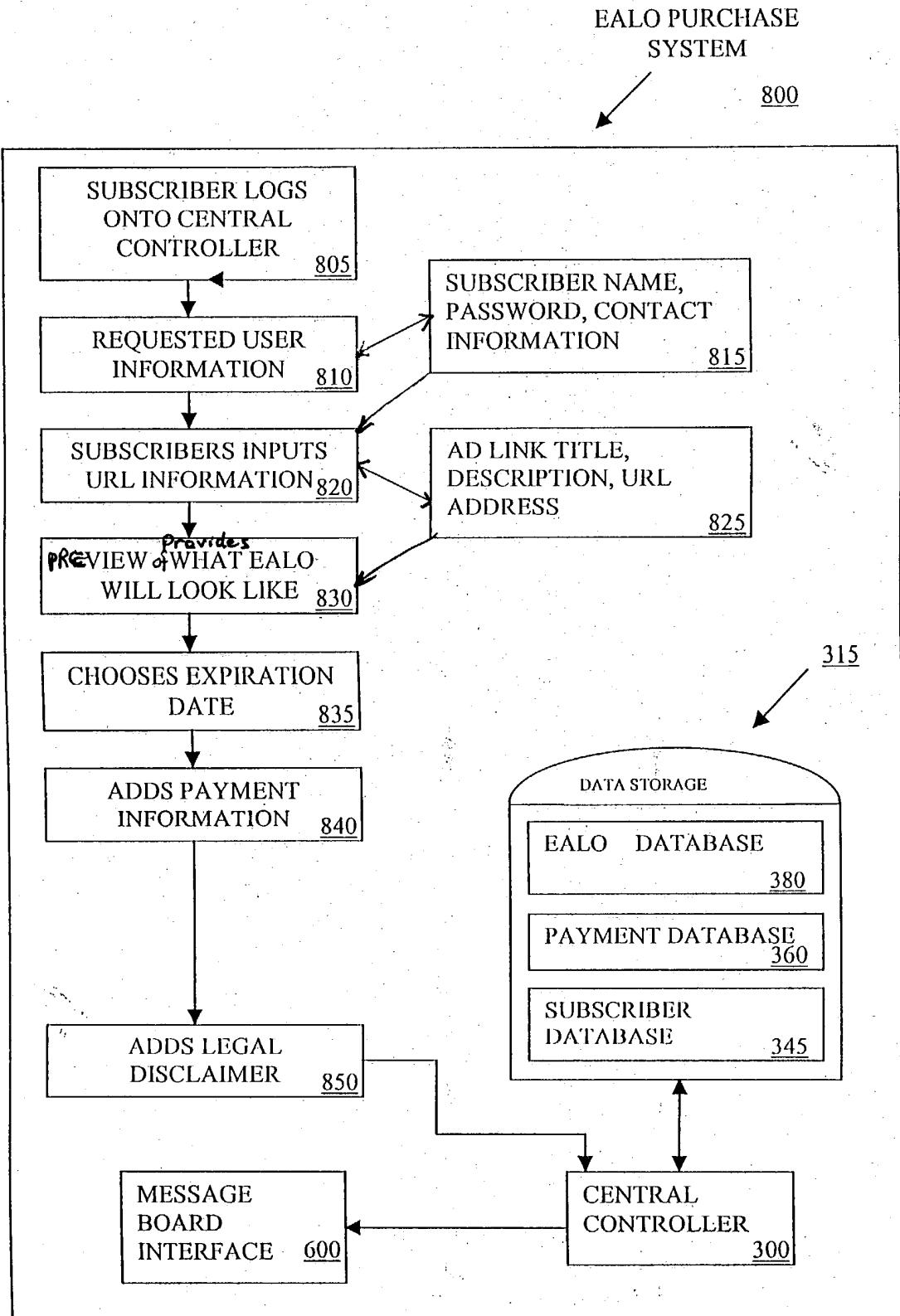


FIG. 8

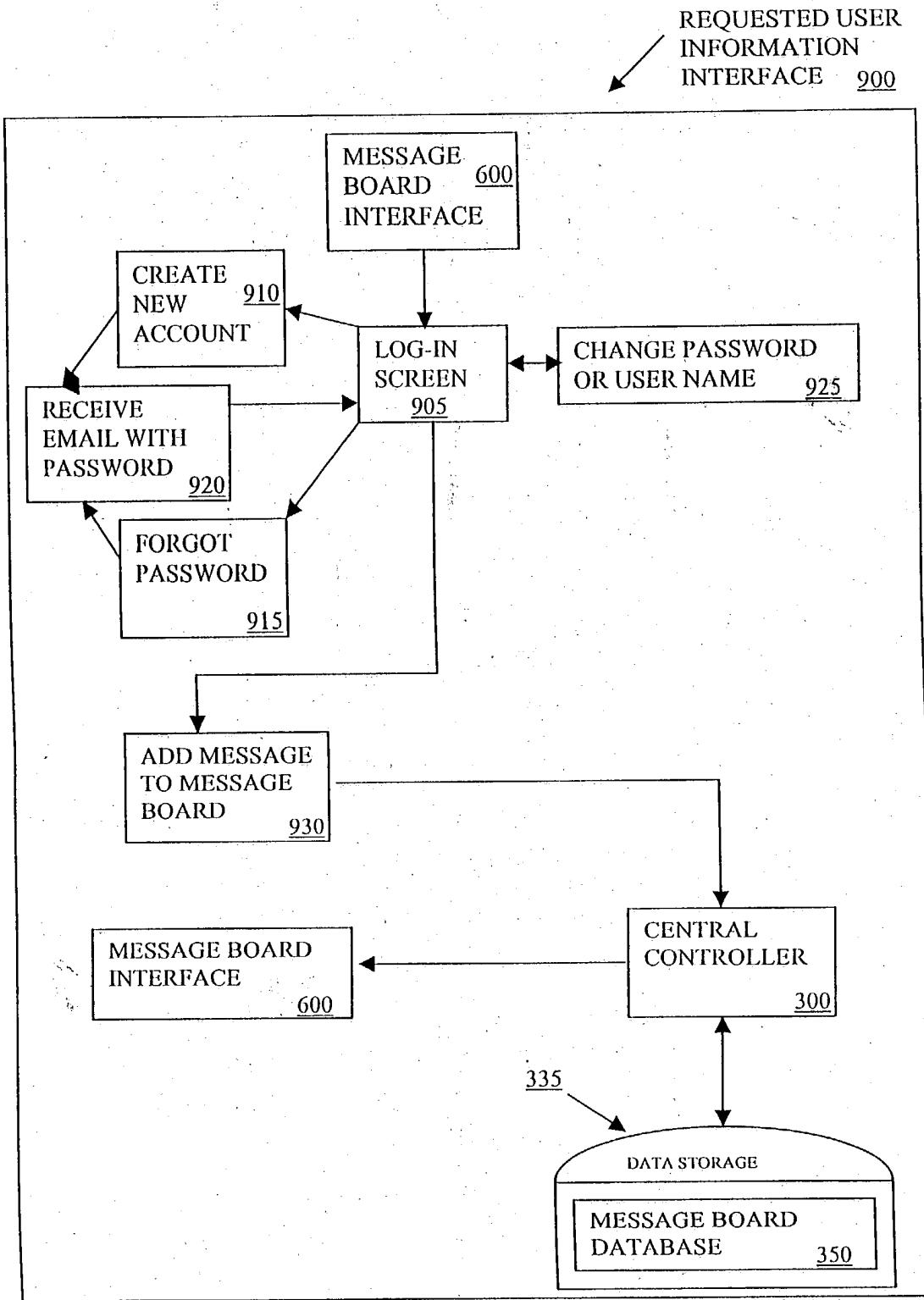


FIG. 9

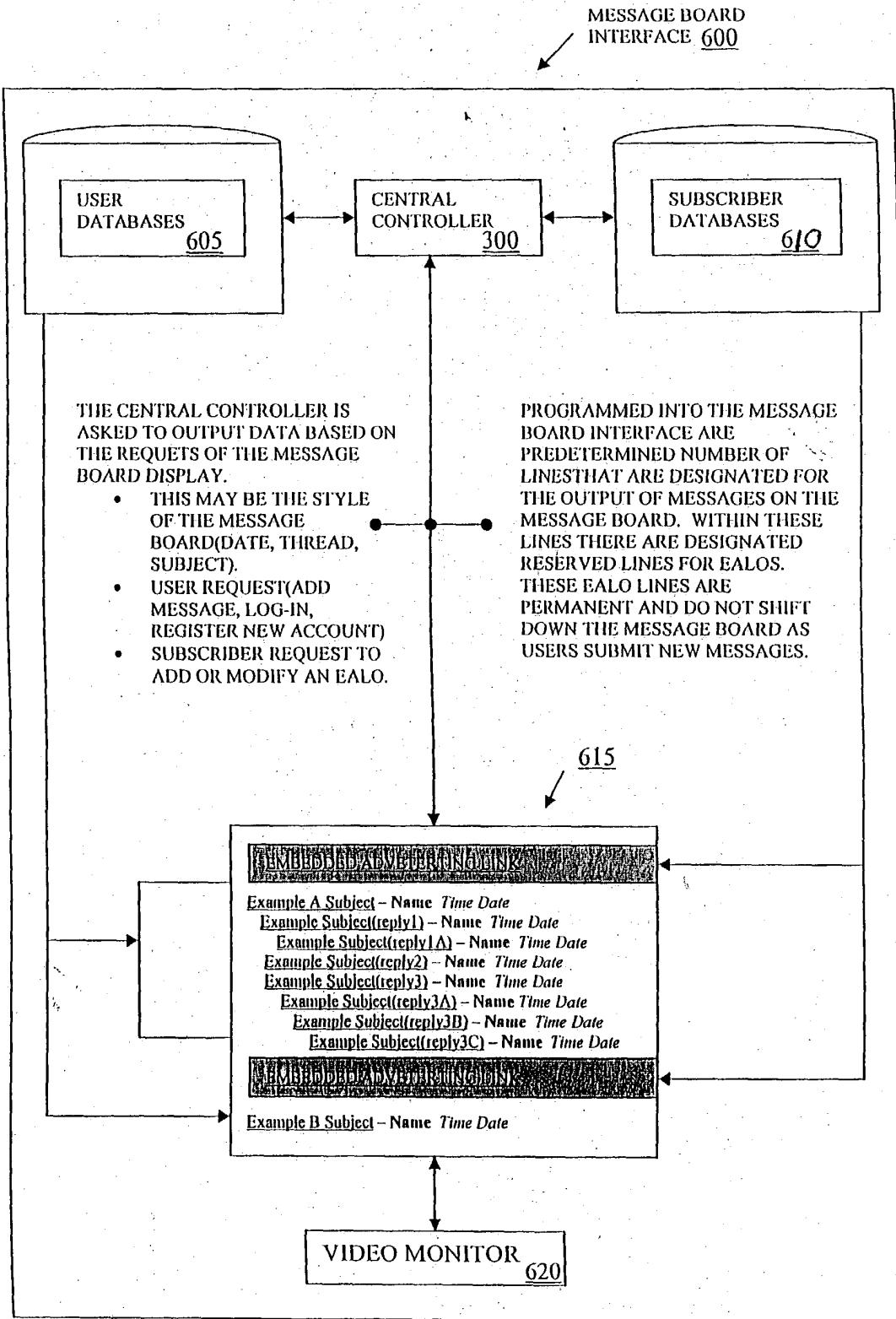


FIG. 10

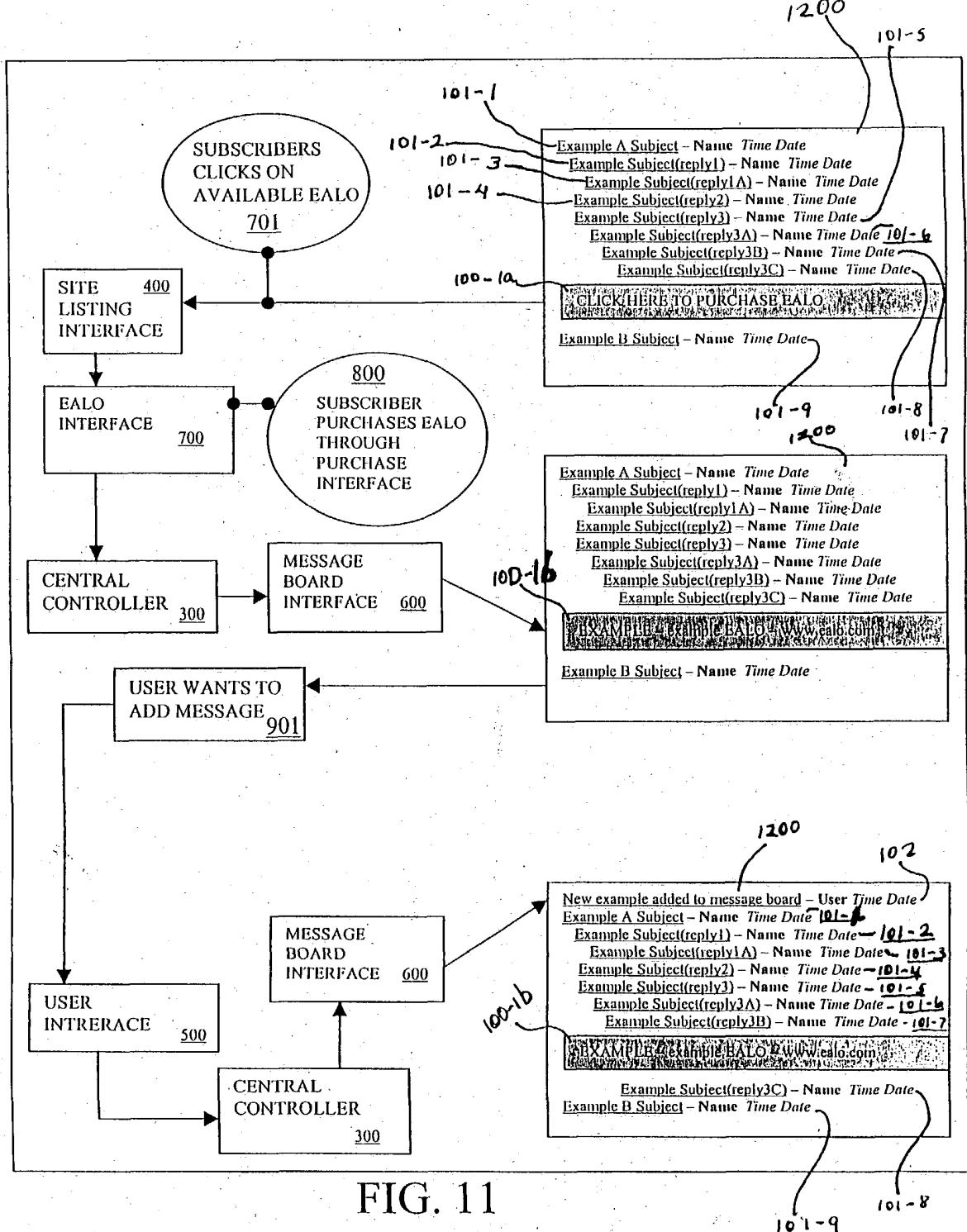


FIG. 11

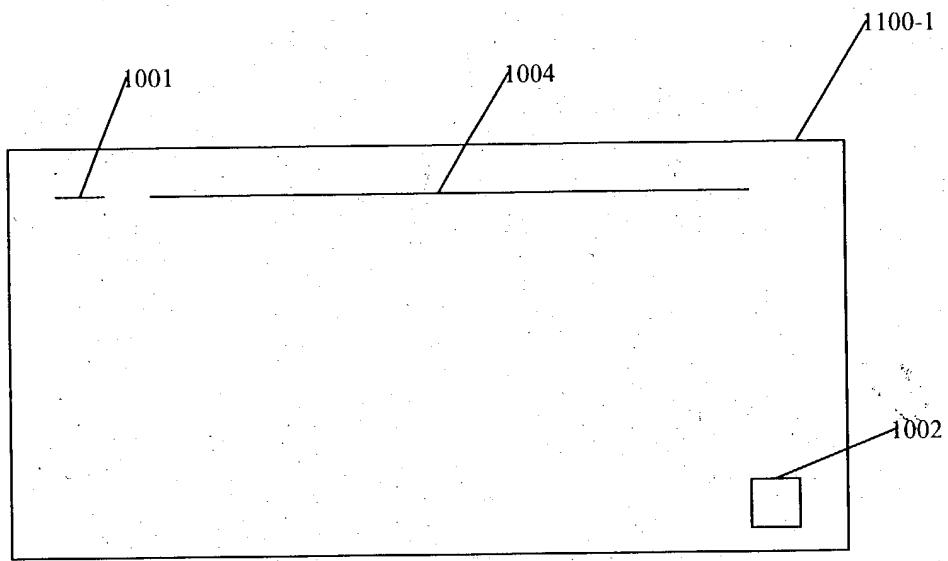


FIG. 12a

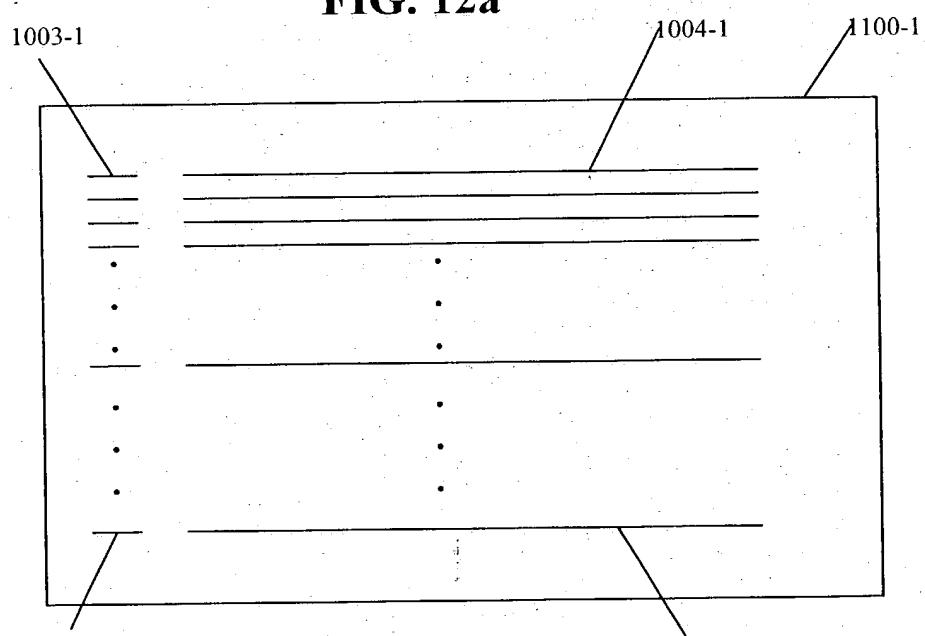


FIG. 12b

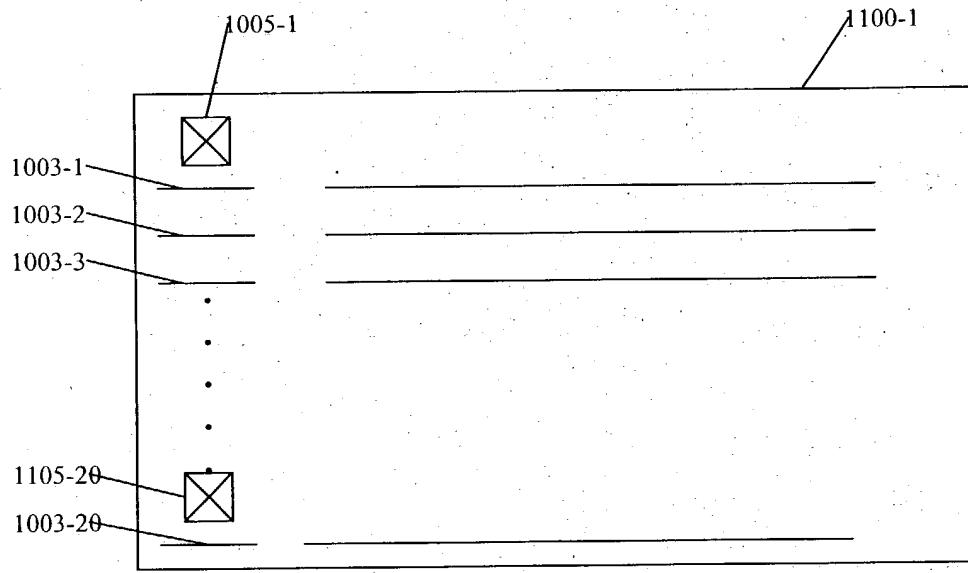
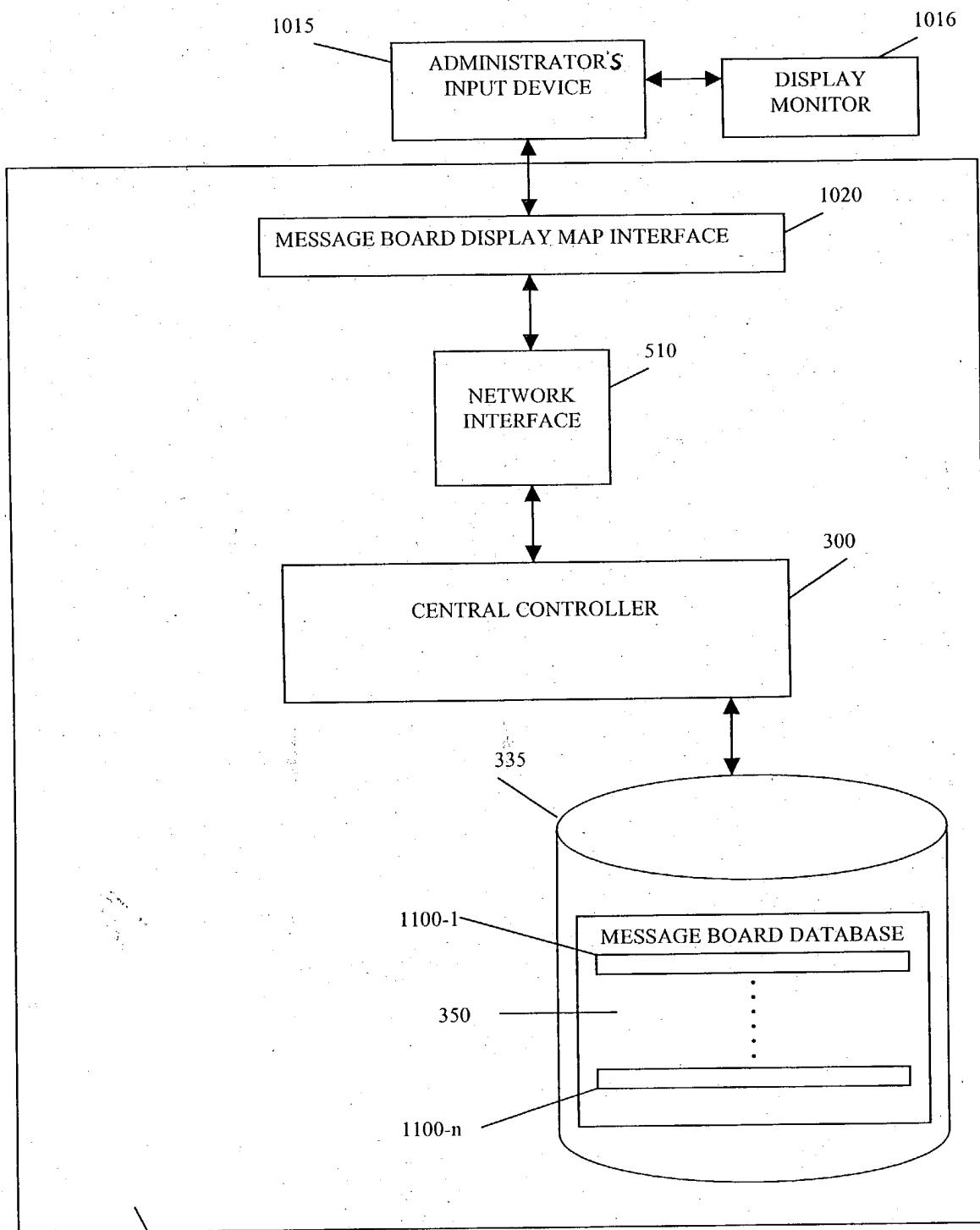


FIG.12c



1000

FIG.13

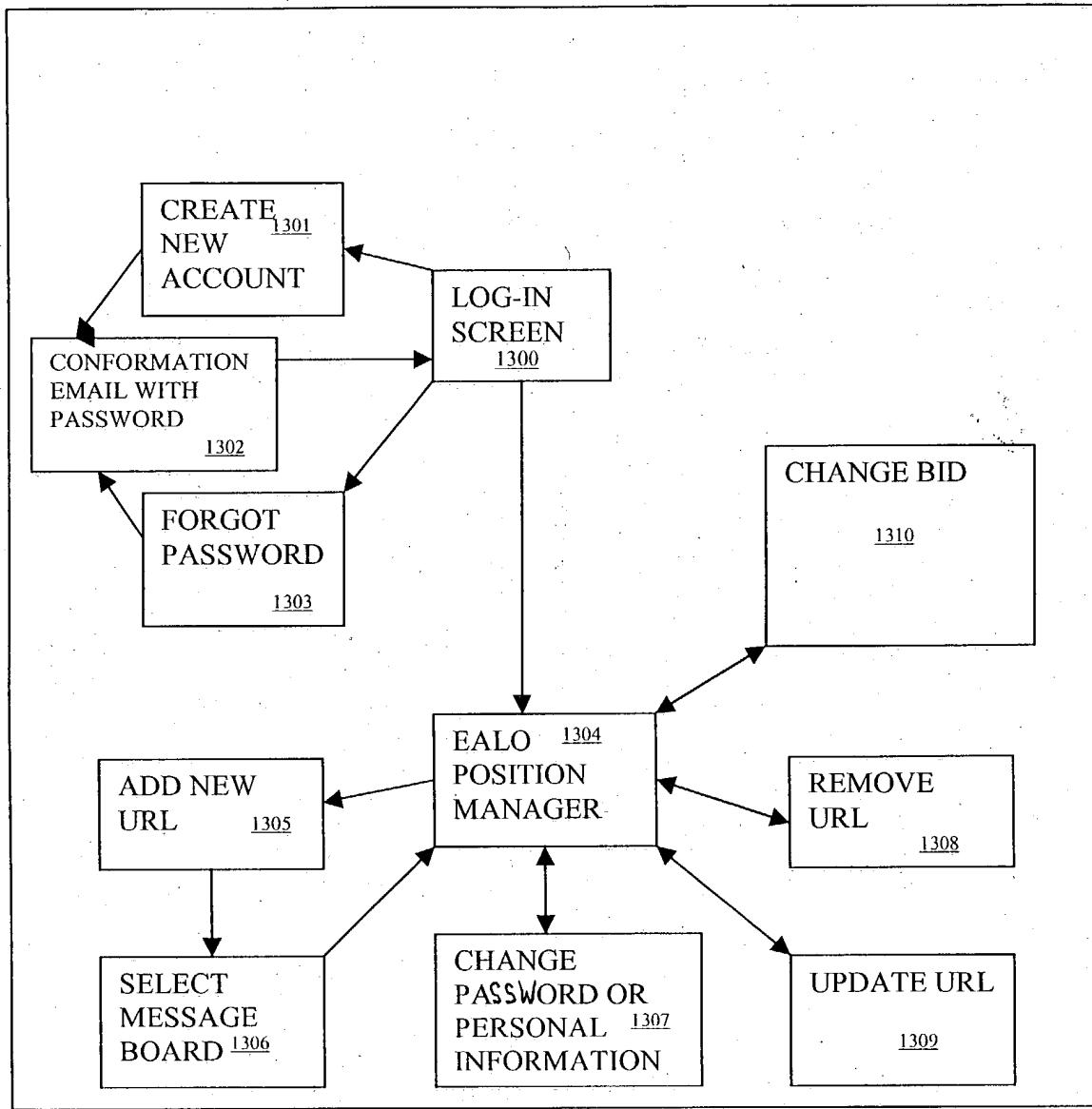
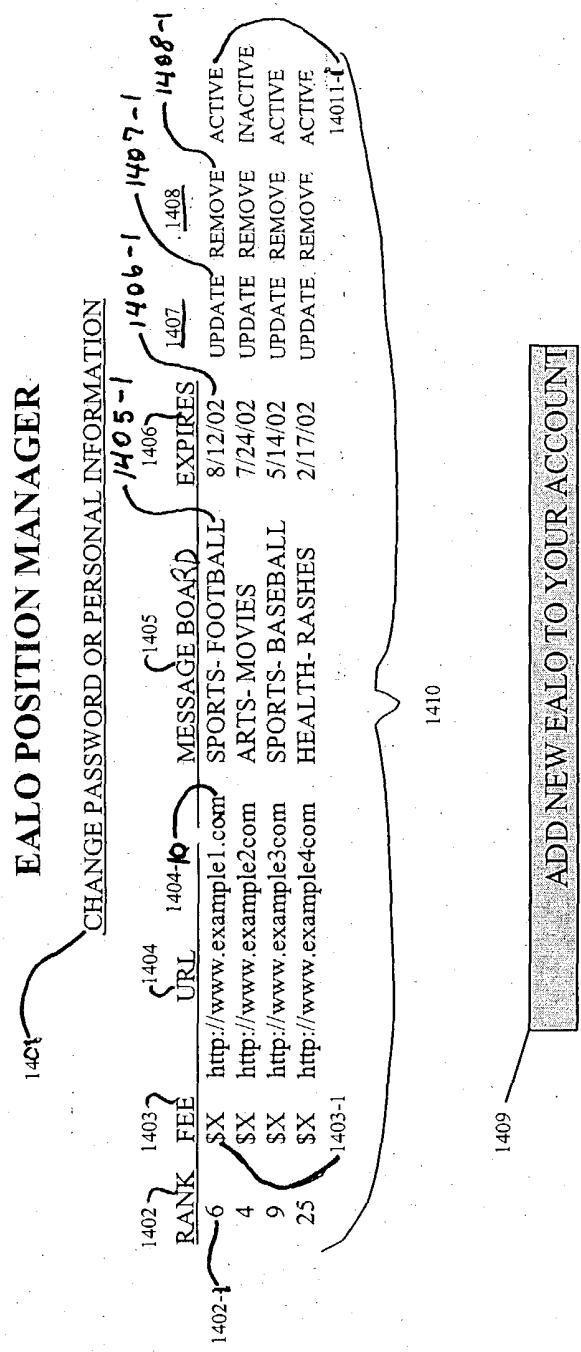


FIG. 14a

FIG. 14b



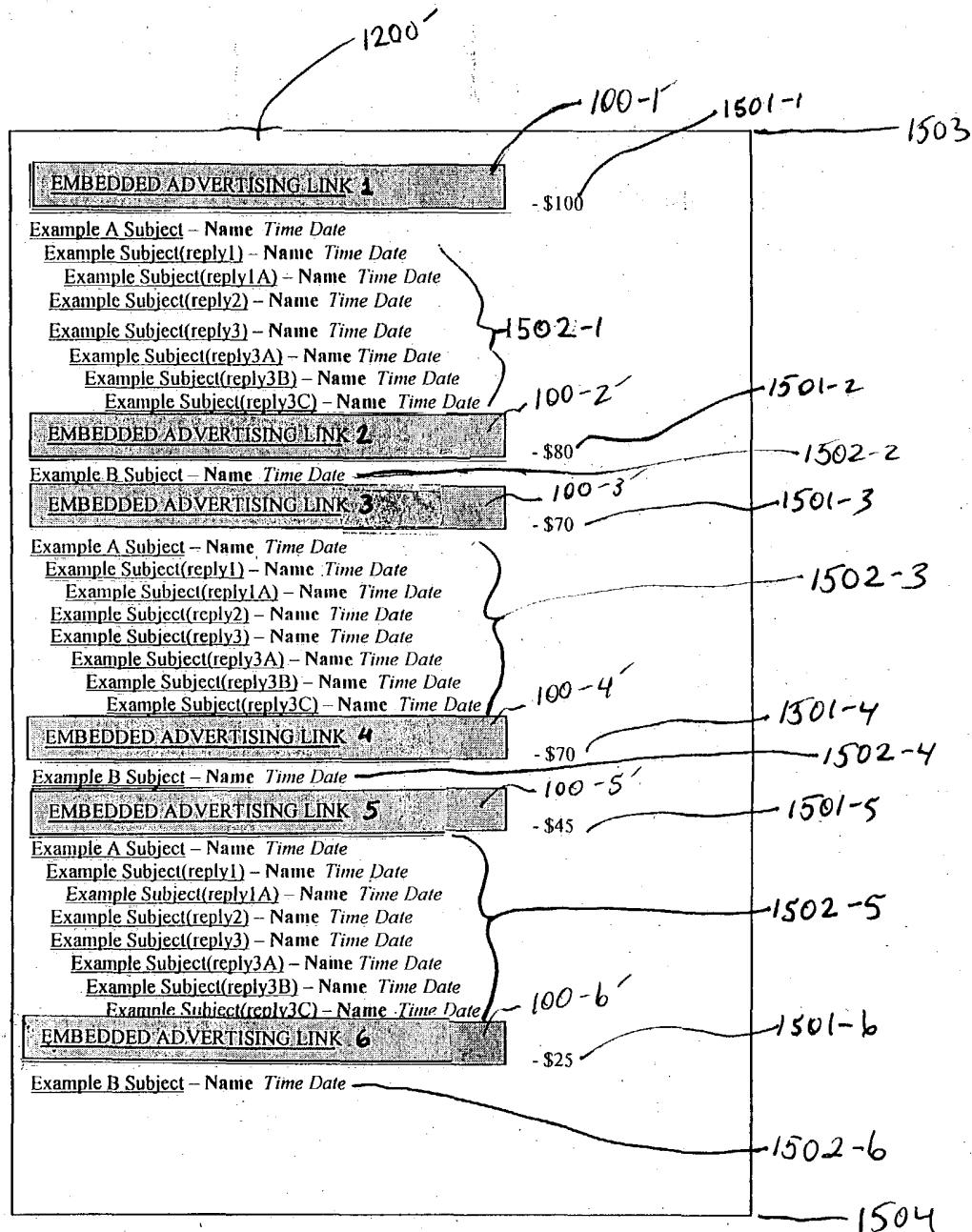


FIG. 15

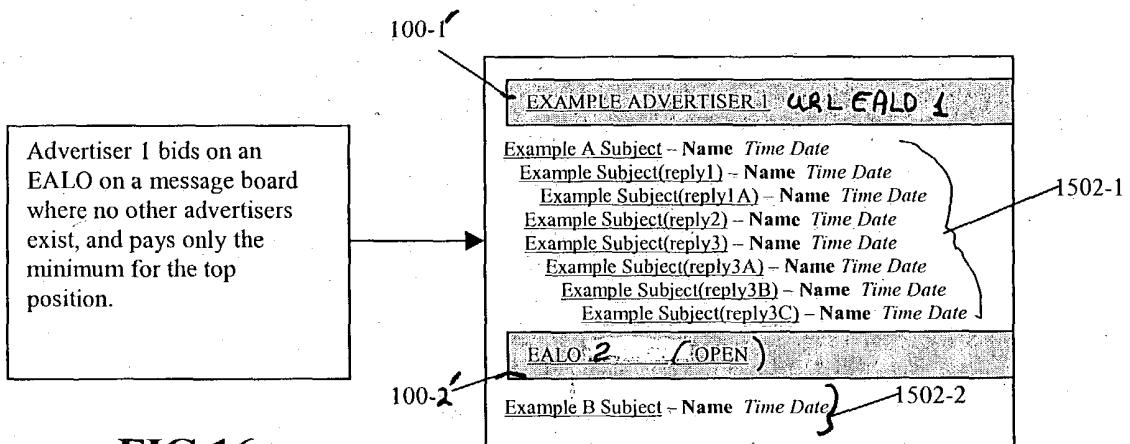


FIG.16

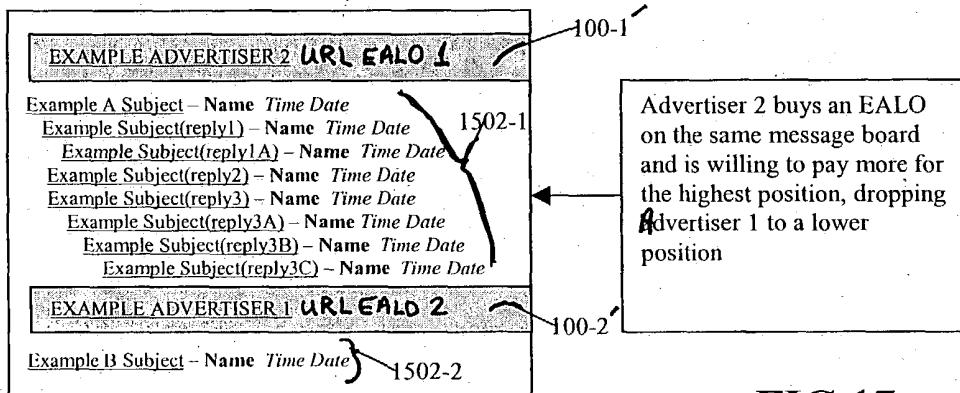


FIG.17

Advertiser 1 notices in the position manager that his position has been changed to a lower position; by updating the EALO, increasing the denominated value, and outbidding Advertiser 2, Advertiser 1 now regains the top position.

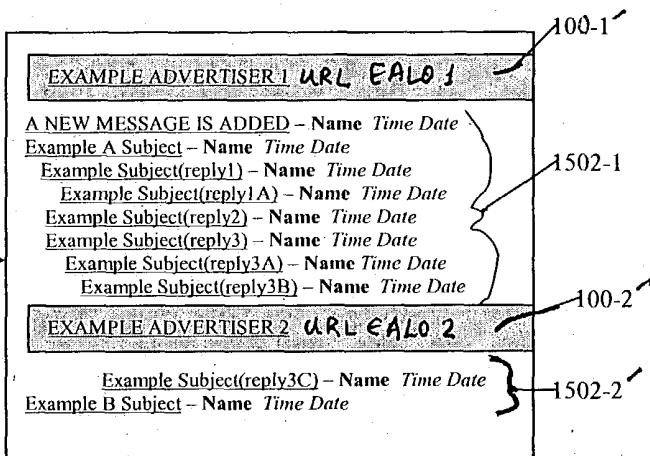


FIG.18

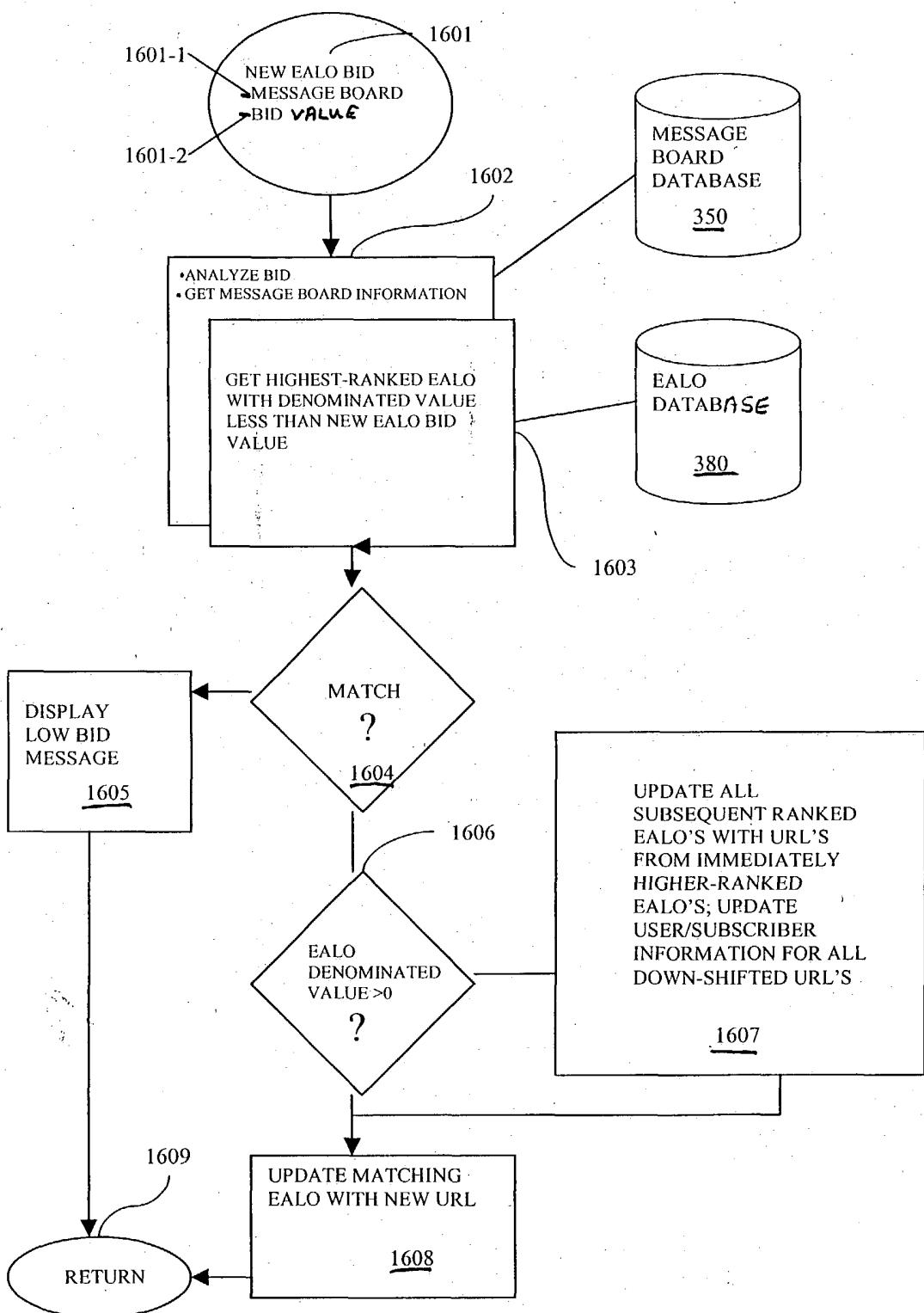


FIG. 19

ADD NEW EALO TO YOUR ACCOUNT

ADD DESCRIPTION : 1701

URL: 1702

MESSAGE BOARD 1703
MESSAGE BOARD 2
MESSAGE BOARD 3
MESSAGE BOARD 4
MESSAGE BOARD 5
MESSAGE BOARD 6 1704
1705
1706

EXPIRATION DATE 1707-1

BID AMOUNT 1707 1708-1
1715

POSITION ESTIMATOR		
MESSAGE BOARD	BID AMOUNT	EALO POSITION
Message board 1	\$X	1 OF 20

1703-1 1707-1 1708-1
1709

FIG. 20

UPDATE EALO IN YOUR ACCOUNT

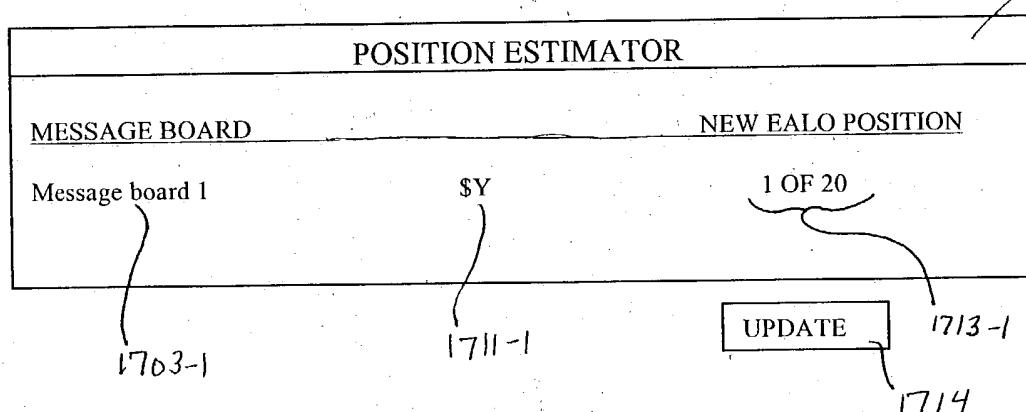
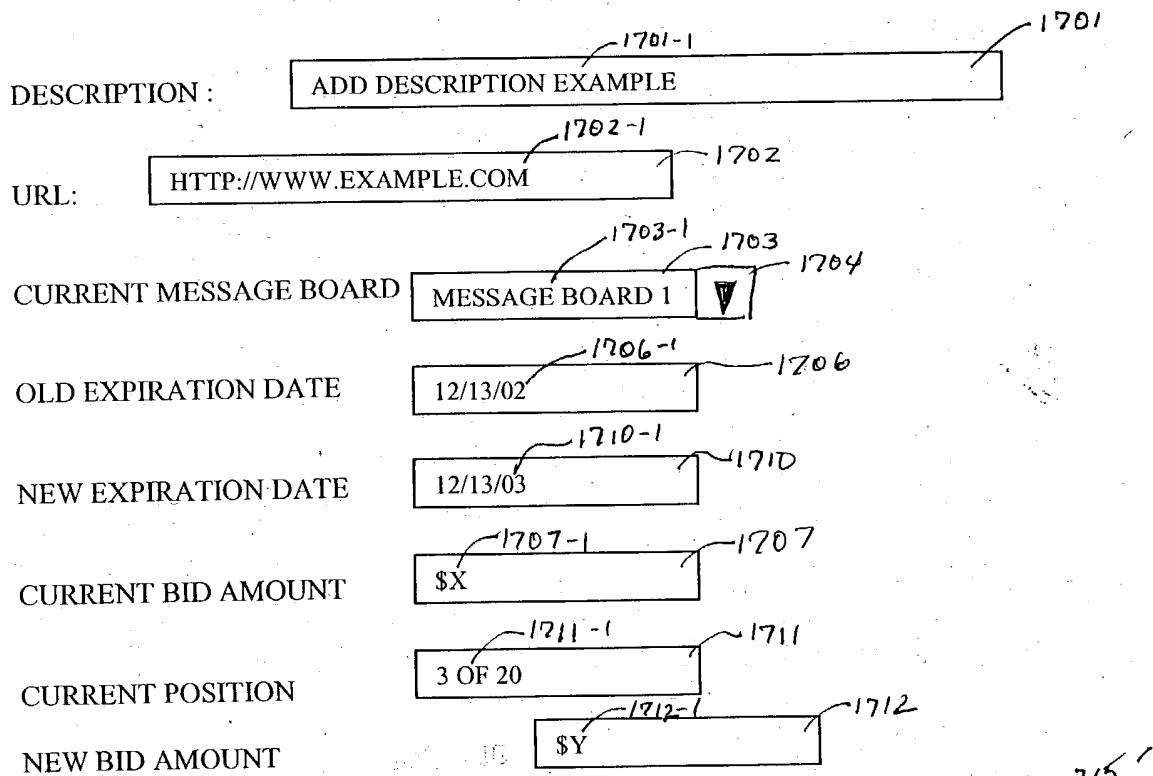


FIG. 21